



Ideas for How to Commemorate National Nurse Practitioner Week November 12-18, 2017

Advocacy

- Grassroots outreach to your local state legislators is the single most important way to promote NP awareness. Working now to develop a relationship with your elected officials will be critical when it comes time to ask for their support.
- Invite elected officials to your practice site to tour and become aware of the many healthcare services that a NP provides.
- Conduct district office visits with your local legislators to develop relationships and become a resource they can turn to for healthcare information.

Social Media

- Post all events and activities through CANP's social media channels – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) – and encourage friends and family to “like” CANP on Facebook.
- “Get Involved: #NPWeek on Social Media,” a social media training video presented by Uptown Studios. Watch our video which provides guidance on how you can harness the power of social media to boost your event marketing, membership recruitment, grassroots legislative outreach or other efforts to advance the nurse practitioner profession. [Watch the video today.](#)

Community

- Celebrate NPs and promote awareness by wearing a blue ribbon and talk about the NP profession with colleagues and patients.
- Contact local hospitals, medical facilities, schools and libraries to set up displays and distribute the “What is a Nurse Practitioner?” fact sheet included in this toolkit for National Nurse Practitioner Week.
- Sponsor a health fair, conducting preventative screenings in an underserved area. Co-sponsor an event with a large institution like a hospital or health club to share expenses and event planning details.
- Volunteer at schools to teach students about the many roles of NPs. Contact local civic groups such as rotary clubs, chambers of commerce, PTAs, girls and boys clubs, etc. to get on the agenda to present a program on healthcare in general and NPs in particular.